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Tinjauan yuridis terhadap penyelesaian tuduhan persaingan usaha tidak sehat oleh PT. Indomarco Prismatama dalam pemasaran barang :: Studi berdasarkan Undang-undang No.5 Tahun 1999 tentang larangan praktik monopoli dan persaingan usaha tidak sehat

**THE JURIDICAL OBSERVATION TOWARD ACCUSATION  
IN UNFAIR BUSINESS COMPETITION SOLUTION BY PT. INDOMARCO  
PRISMATAMA IN GOODS MARKETING**

(Study based on Regulation Number 5 1999 about Monopolistic Prohibition and Unfair Business Competition)

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**ABSTRACT**

This research is reveal in term of solution about the accusation in unfair competition by PT. Indomarco Prismatama in goods marketing, the attempt s of Commission For the Supervision of Business Competition in proving the unfair business competition based on the Regulation Number 5 1999 about Monopolistic Prohibition and unfair Business Competition.

This research is normative, includes the literature research and field research. The data in this research is primary and secondary data. The primary data are obtained trough question list and interview, the secondary data are obtained trough literature study. The resource in this research is The Director of Investigation and Law Enforcement and The Head Section of KPPU Investigation, and then all the data obtained are processed qualitatively.

Results of this research and the study shown that a non government organization reports are given a signal that there is a presumption of unfair Business Competition especially in the dominant position, conspiracy and discrimination on the goods supply.

In attempts to prove the accusation of unfair business competition, the Commission For The Supervision of Business Competition had have an investigation toward the business agent both Small Businessmen and the person being accused, also the other relatively parties.

The accusation of unfair business competition especially in the dominant position, conspiracy, and discrimination of goods supply, also the accusation of the existing vertical integration as the results of prior investigation and the advanced investigation conducted by KPPU decided unproved violated against The Regulation Number 5 1999, but Indomaret (PT. Indomarco Prismatama) did not obey of the principle and objective on The Article 2 and 3 of the Regulation Number 5, 1999 that is, the needs of pay an attention toward the balance between the business agents interests and the public interests. The results are, that Indomarets are prohibited to established against traditional market directly, in the territory of Jabotabek.

Keyword: Accusation of unfair Business Competition Solution by PT. Indomarco Prismatama in Goods Marketing.

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